

Alcoholic Drinks Packaging in Hong Kong, China

Market Direction | 2022-10-07 | 9 pages | Euromonitor

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Report description:

On-trade closures had a major impact on on-trade sales in 2020, with sales of alcoholic drinks packaging slumping in this channel in this year. This had followed a year in which on-trade sales had already seen a marked decline due to the anti-government protests often resulting in the shutdown of on-trade establishments. As a result, the packaging unit volumes used in the on-trade for alcoholic drinks more than halved between 2018 and 2020. However, the on-trade recorded a strong rebound in 2021...

Euromonitor International's Alcoholic Drinks Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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ALCOHOLIC DRINKS PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong on-trade rebound in 2021, although unit volumes still below pre-2019 levels

Chinese government imposes tariffs on wine imports

Growth for smaller pack sizes in metal beverage cans

PROSPECTS AND OPPORTUNITIES

Chinese government's latest five-year plan calls for expansion in its recycling capacity

Rising e-commerce share could benefit pack types like folding cartons

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